More breakthroughs for Constant Discount Pricing

We started by reducing our regular prices on over 2,000 key grocery items every week and brought food costs down wherever we do business.

But we're not stopping there

Now...Miracle rolls back national bran bread prices. by 5¢ a loaf

When we launched Constant Discount Prices we lowered the price of Champlain, Miralite and some Tudor Products.

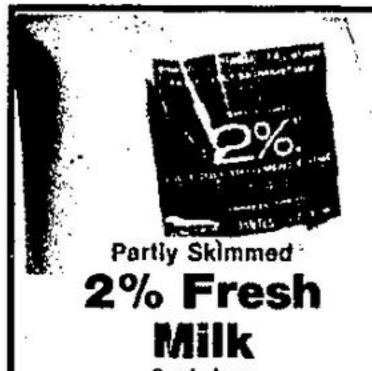
Effectively immediately, we're now lowering our regular prices by 5¢ on all other breads, such as all Dempster Brands, General Bakeries etc. But you won't see this decrease on the price tag.

So here's what to do:

- . Buy any of the National brands of breads we carry.
- . Whatever the price sticker says, you will pay 5¢ tess when you checkout. Our cashiers have all been informed to deduct 5¢ from the price shown on the bread. We are applying a 5¢ off sticker on all products
- The only brands not included are Champlain, Miralite. and Tudor. We already dropped these prices when we launched Constant Discount Pricing.
 - You will pay 5¢ less than the price shown on the bread until the bakeries show this reduction on the price tags As soon as this happens, we will let you know. At that point, you'll pay what the price tag reads...but it will be 5¢ lower than it is today.

Miracle is for real about reducing your everyday food costs!

Here are a few examples: These are NOT limited-time "specials". These are our new, lower regular prices!



3 qt. bag



1 lb. pkg.

White Sliced Bread 24 oz. loaf

[Was .70

Chunk Light

Clover

Liberty

Leaf Tuna

Was \$1.49



Kraft Single Cheese Slices 500 g pkg. of 24



Cut from Best Quality

Lean

Grade a Beef

Chuck

Steaks

with liquid

Best when pan

Regular

Ground

Medium

Ground

Ideat for chill

Boof

Grade A Beat Boneless

A cold weather favourito

Ground from 100% Beef

Ground from 100% Beef

Cut from Best Quality

braised with liquid

Pork Roasts

Pork Roasts

5-7 lb. size bull portion

Fresh Ontario Quality Pork

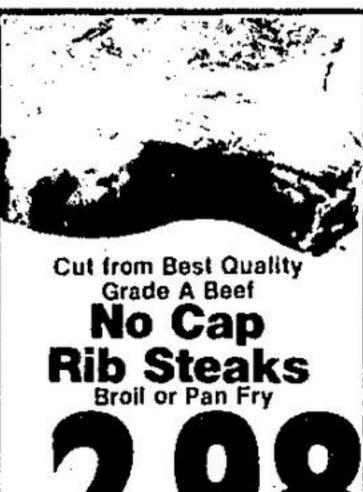
resh Ontario Quality Pork

5-7 lb, avg. size shank portion

Roasts 4 lb. avg. size

Fresh Ontario Quality Pork

Cut from Best Quality



Peanut Butter : kg jar Was \$5.59 Kellogg's Corn Flakes 675 g box

Was \$1.76

Assorted Flavours

Frontenac 🏉

Ice Cream

Campbell's

Soup 10 /1. 02. 1/n

Mushroom

Condensed

Was .50

Orchard King

Pure

Apple

Juice

48 II. oz. Ila

11 oz. pkg.

450 g pkg.

Was \$1.21

Imperial Margarine

Frozen Assorted Varieties

Brookpark Dinners

Christie's Premium

Plus Crackers

Smooth

Kraft

Save .34

Save .1

Nabisco Shreddles 675 g box Was \$1.73

Heinz

Save \$1.34 Was \$2.26

Fomato

Cetchup

Save .34 Mire Lite While Silced

450 g loal Was .57

ABC

Sockeye

Salmon

Assorted Grinds

Was \$3.61

No Name Jam

Skippy Peanut

Tomato Ketchup

Butter 750 g far

Miracle Food Mart

Nabob

Coffee

With Peclin

7 to oz. lin

Save .06

Save .42 Respheriy or Strawberry Creamy or Super Chunk

Vegetable Oil atitre bil. Was \$3.69 Ragu Spaghetti! Sauce

25 II. Oz. Jar Save .16 Was \$1.49 Was \$1.59 Miracle Food Mart

Hot Dog & Hamburger Buns pkg. of 8 Was .80 Save .19 Macaroni and Cheese Kraft Dinner

Was .59 Save .14 Miracle Food Mart White Vinegar 1.5 litro jug Pieces and Slame Four Star Mushrooms 10 H, oz. 11n In Syrup Silced No Name Peaches

Save .58 Condensed Campbell's Tomato Soup 10 fl. oz. 1ln Save .20 Was .40 Mirecle Food Mart White Sugar 2 kg pkg. Save .70 Was \$1.99 Save .60

Plain or Cream Steinberg Save .10

Cookles Whole Choice Bright's Tomatoes Was .89 Save .01

400 g pkg.

28 fl. cz. lin

Table

Duncan Hines

Evaporated Milk

Cake Mixes

520 g pkg.

385 ml 1in

Carnalion

Windsor Was .59 FBI Apple Juice 48 II. 92. 11n

Ribs Beat when ib. **Save .11**

Oven Ready Ullilly Grade

Frozen Chickens

Frozen Chicken cin. at \$5.24 Save .59 lb.

Was \$1.78

Picnic Style Smoked Shoulder

Swill's Sliced Pramium or Lazy Maple Side Bacon soog Was \$2.58

Grade A Beaf Centre Sliced

Beef Shank

Save .35 pkg.

Regular or All Bea Wieners Save .69 pkg. Was \$2.48

Grade A Beat Beef Braising Ribs Cul from Best Quality Best when braised with liquid ID. Cut from Best Quality Grade A Beef Brisket Plate Beef ideal slow cut Cut from Best Quality



SUPPORT

Junior B Hockey In Your Area

Miracle will be sponsoring the OHA Junior B Hockey Tournament December 26-29 Kitchener Auditorium

NO DEALERS PLEASE

We're a little smarter...

ALL CONSTANT DISCOUNT PRICES EFFECTIVE UNTIL MIRACLE FOOD MART RECEIVES CHANGES FROM SUPPLIERS. ALL OTHER PRICES EFFECTIVE UNTIL TUES. NOV. 17, 1981 EXCEPT BAKERY ITEMS UNTIL SAT. NOV. 14, 1981 'WAS' REFERS TO OUR PREVIOUS SELLING PRICE 'SAVE' REFERS TO THE MINIMUM SAVING OVER OUR REGULAR SELLING PRICE.